



SWEDEN

MEDIA LANDSCAPE

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Country Overview

WITH AN EXPORT-DRIVEN ECONOMY, THE INCOME PER CAPITA IS ONE THE HIGHEST IN THE WORLD



CAPITAL
Stockholm

REGION
Europe

GDP PER CAPITA, PPP
\$53,652

GDP
\$551.0 billion

POPULATION
10,183,175

AREA
450,295 SQ.KM

Sweden is one of the largest countries in the European Union by land mass.

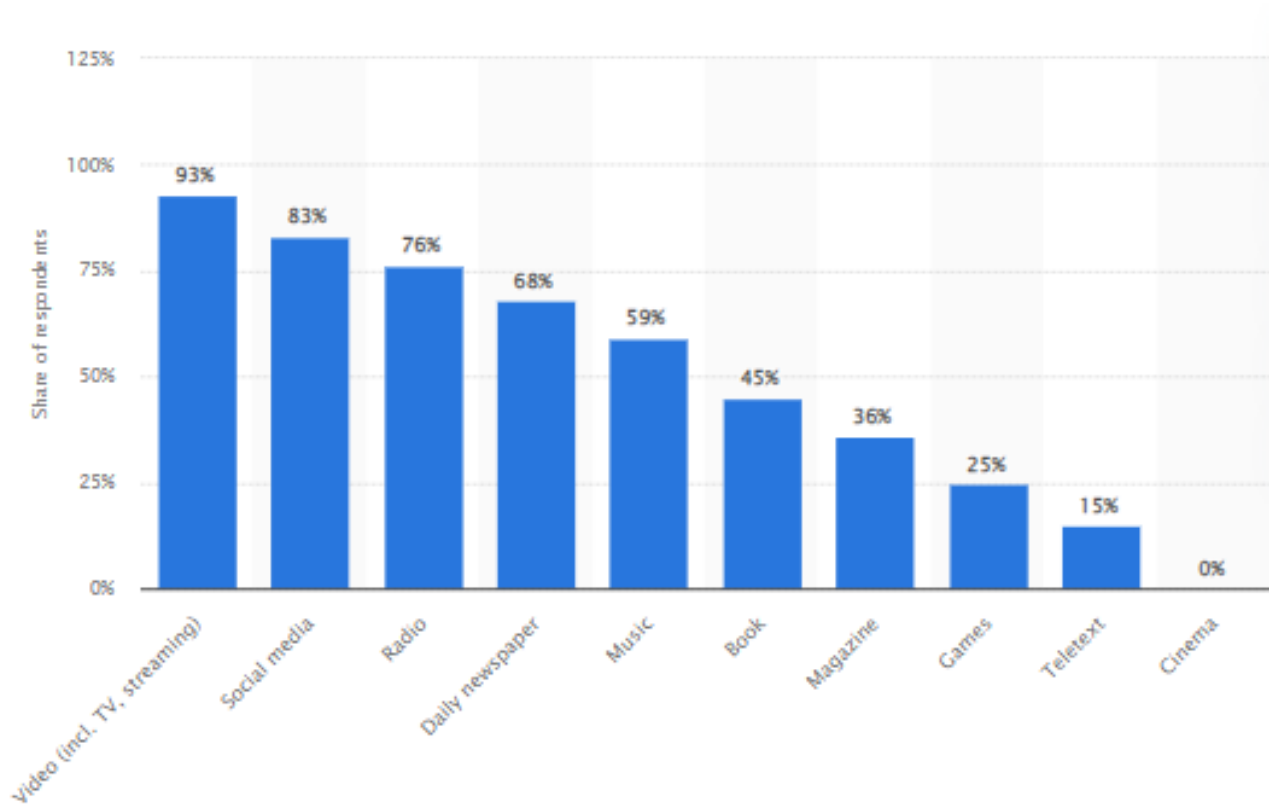
Sweden operates under a model similar to those of other Nordic nations: heavily capitalistic with a large percent of spending going toward public service.

With the value of exports amounting to about one-third of its GDP, Sweden is highly dependent on free international trade to maintain its living standard.

Media Consumption Overview

TRADITIONAL MEDIA IS STILL WIDELY USED, BUT DIGITAL ALSO SITS ON TOP OF THE CHART

Daily media usage in Sweden 2021, by medium



Popularity of video content ensures that TV leads as the most consumed platform in Sweden.



Social media and digital usage accounts for 83% of daily media users in the country.

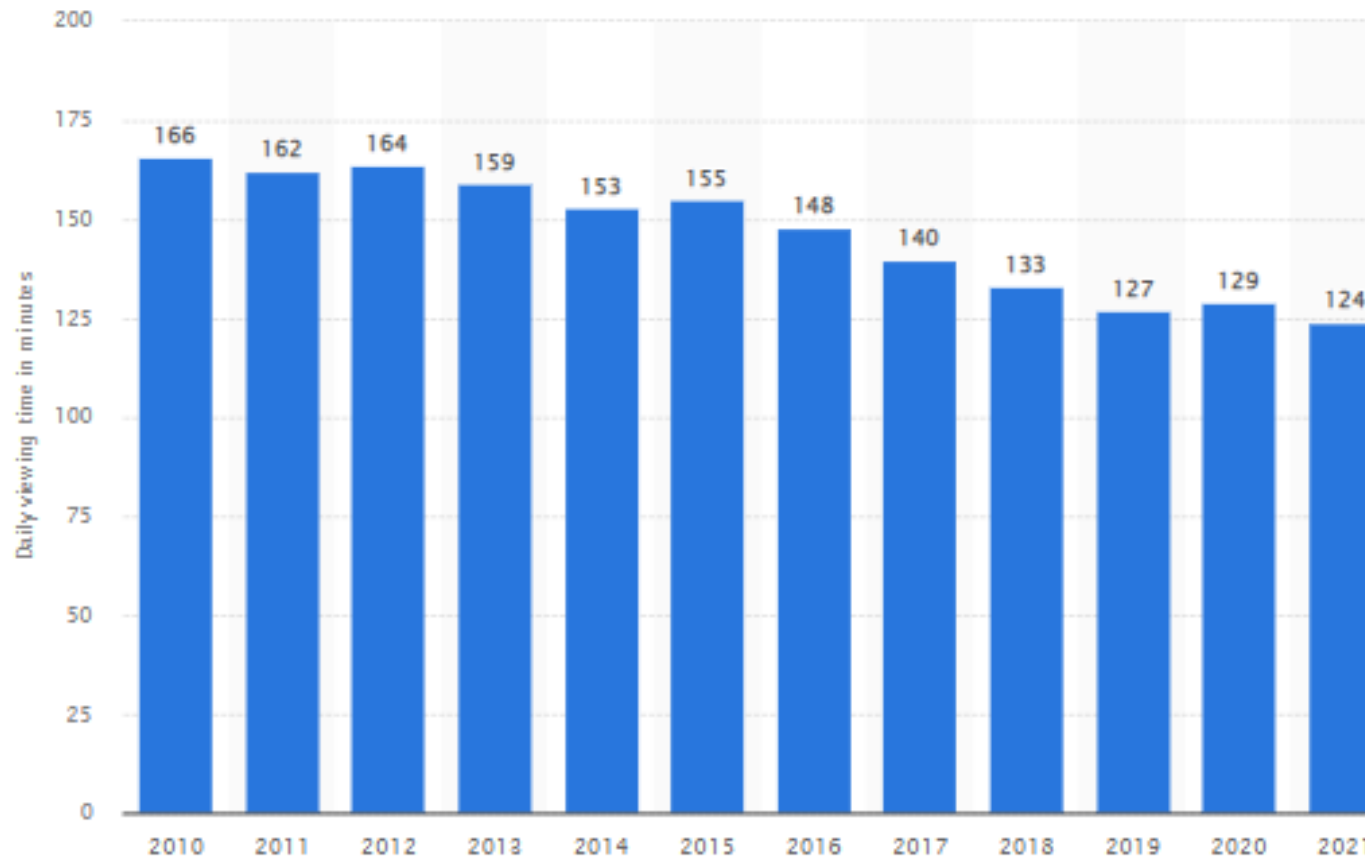


Radio enjoys daily usage by 76% of the population, only a little above print media.

TV Consumption

ONLINE TV VIEWING IS GAINING MOMENTUM IN SWEDEN

Average daily television viewing time in Sweden from 2010 to 2021

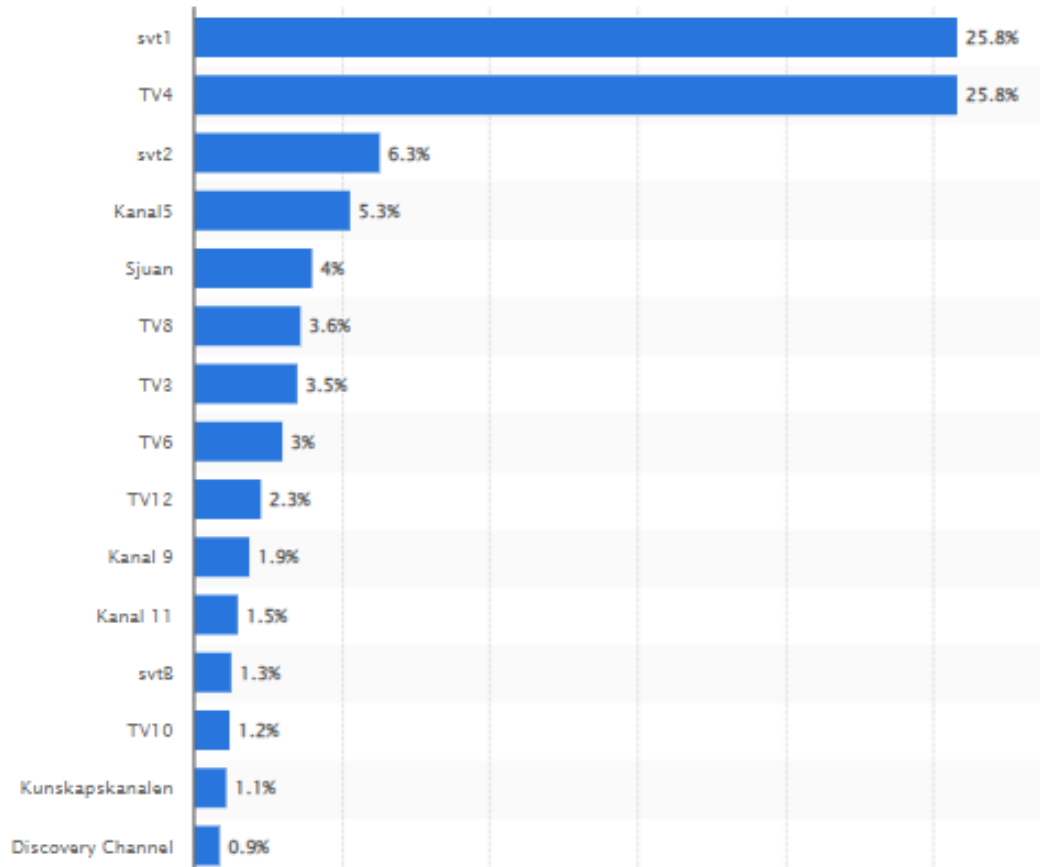


- In 2021, the average daily TV time fell amounting to 124 minutes.
- People aged 60 years and older watched the most TV in 2021, at 272 minutes per day. For comparison, 15 to 24-year-olds' daily viewing time amounted to only 22 minutes.

TV Consumption

THE MOST POPULAR TV STATIONS IN THE COUNTRY

Ranking of TV channels in Sweden 2021, by audience share



- Public television channel svt1 and private station TV4 were the most popular television channels in Sweden. In 2021, audience shares amounted to 25.8 percent each.

TV Consumption

TOP TV CHANNELS

svt1

SVT1

SVT1 is a broadcast television station in Stockholm, Sweden, providing Entertainment shows. As the flagship station of Sweden's public broadcasting service, Sveriges Television, SVT1 produces and airs live events, dramas, comedies, culture, news and sports programs.

svt2

SVT2

SVT2 is one of Sveriges Television's leading channels together with its sister channel SVT1. SVT2 has a clear focus on culture, society, education and facts.



TV4

TV4 is a Swedish free-to-air television network owned by TV4 AB. It offers a mix of news, sports, drama series, soaps, entertainment, current affairs programmes, sitcoms, feature films, documentaries and phone-in shows.



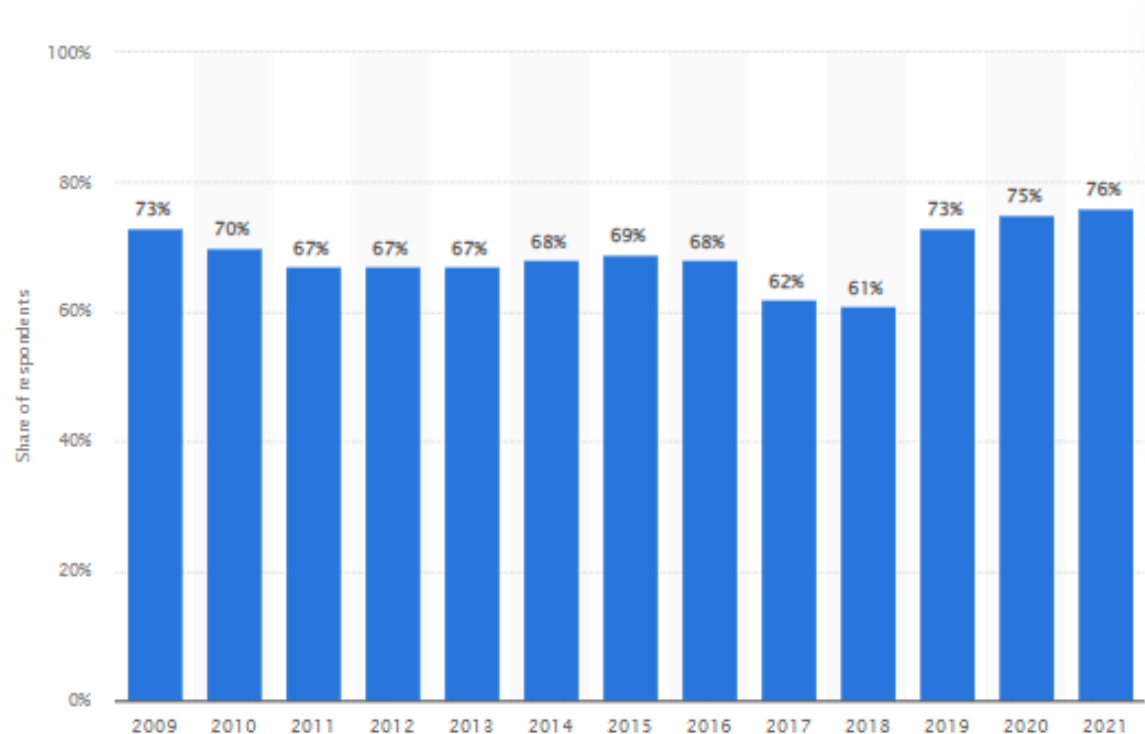
Kanal 5

Kanal 5 (Channel 5) is a Swedish free-to-air television channel that was launched in 1989. It is established as a popular entertainment channel targeting young people. It only broadcasts entertainment, such as series, movies, reality series and infotainment documentaries.

Radio Consumption

RADIO HAS SEEN AN INCREASE IN CONSUMPTION IN THE PAST COUPLE OF YEARS

Share of people who have listened to the radio daily in Sweden from 2009 to 2021

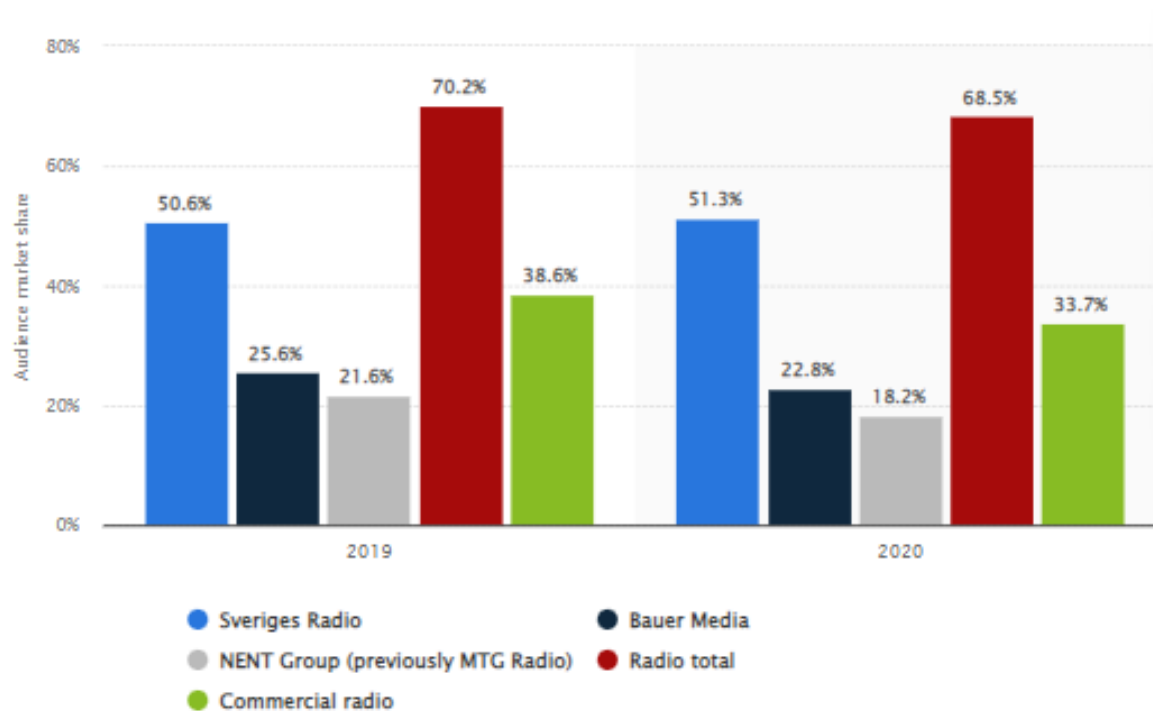


- From 2021, 76 percent of respondents using this medium on a daily basis. In 2018, the share was at its lowest point in the given period and amounted to 61 percent.
- 85 percent of people aged 65 to 85 years listened to the radio on a daily basis. By contrast, the corresponding figure for 15 to 24-year-olds was 62 percent.

Radio Consumption

TOP RADIO STATIONS

Ranking of radio networks in Sweden from 2019 to 2020, by audience market share



- The radio stations of Sveriges Radio had the largest audience market share among Swedish radio networks in 2020, at 51.3 percent.

Radio Consumption

TOP RADIO STATIONS



Sveriges Radio P1

P1 is a national radio channel produced by the Swedish public broadcaster Sveriges Radio (SR). P1 is the principal radio channel in Sweden for news, community programmes, culture, radio drama, debate, science and philosophy



Sveriges Radio P2

P2 is one of the four main radio channels operated by Sveriges Radio (SR). It broadcasts music (principally classical music and jazz) and also carries educational programming as well as programmes in minority languages.



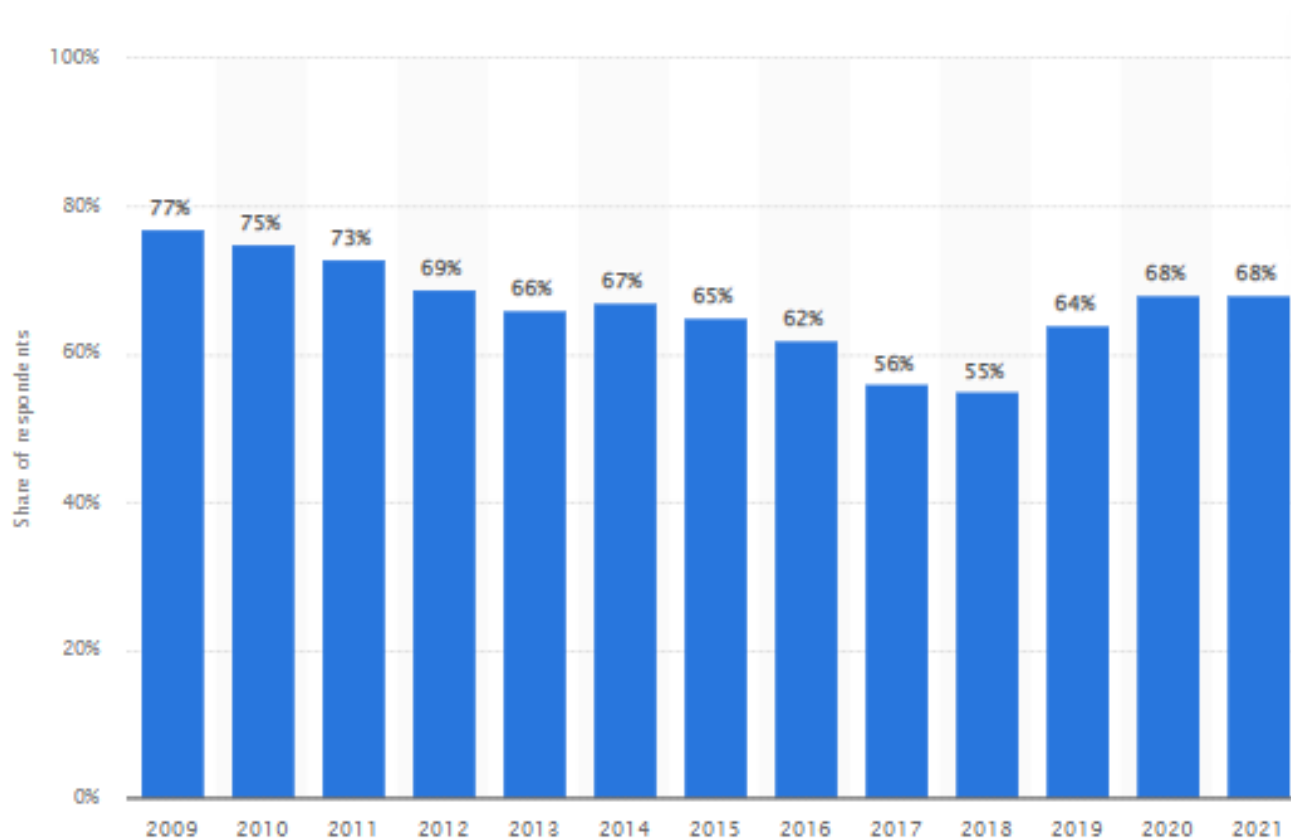
Mix Megapol

Mix Megapol is a private Swedish radio network controlled by ProSiebenSat.1 Media AG. The radio station has over two million listeners per week. The target group is people aged between 25 and 45. It plays a mix of both old and new hits.

Print Consumption

PRINT MEDIA HAS A LOYAL FOLLOWING

**Share of averaged daily consumption of newspaper
in Sweden from 2009 to 2021**



- Despite the pandemic, according to the Swedish Newspaper Association, the national and local morning newspapers increased their overall reader revenues slightly in 2020.
- 50% of Swedes say they trust the news overall. As elsewhere, trust is higher in the news media which includes quality newspaper, but with unusually low levels of trust in news found via social media.

Print Consumption

TOP PRINT TITLES



Dagens Nyheter Circulation: 265,000

Dagens Nyheter is Sweden's largest circulating quality newspaper. With four distinctive sections covering news & opinion, economy & business, culture and sport, DN is widely respected for the quality of its journalism and its ability to set the agenda for news and insightful reporting in Sweden.



Svenska Dagbladet Circulation: 104,188

Svenska Dagbladet abbreviated SvD, is a daily newspaper published in Stockholm, Sweden. Its known for providing in-depth coverage of world affairs.



Göteborgs-Posten Circulation: 138,000

Göteborgs-Posten is a major Swedish language daily newspaper published in Gothenburg, Sweden. It covers local, regional, national and international issues.



Sydsvenskan Circulation: 99,800

Sydsvenskan is a daily newspaper published in Scania in Sweden. Sydsvenskan is the dominating newspaper in the southern region of Sweden.

Digital Consumption

INTERNET USERS IN SWEDEN INCREASED BY 0.6 PERCENT BETWEEN 2021 AND 2022



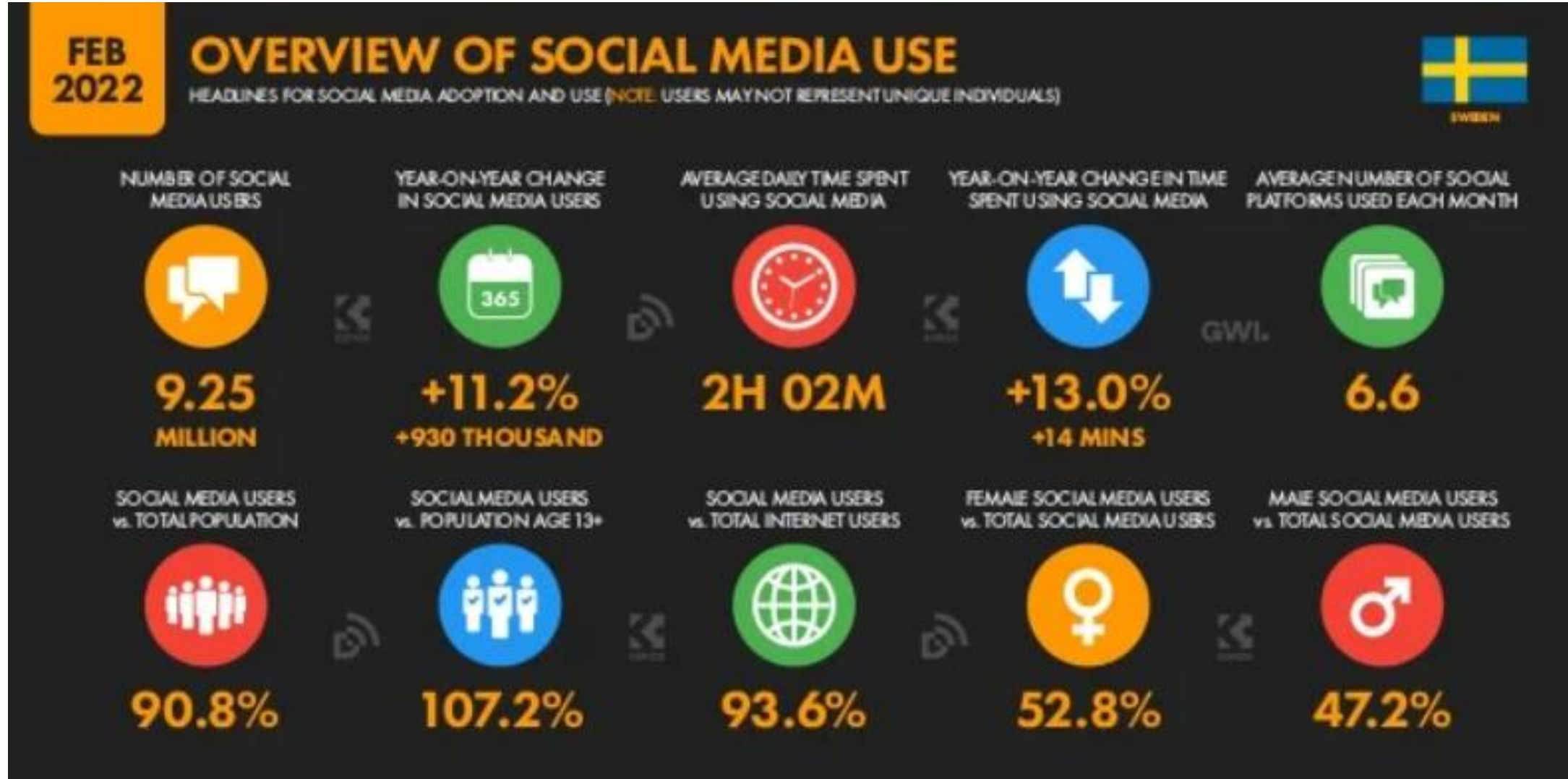
Digital Consumption

SWEDES SPEND THE MOST TIME ON YOUTUBE



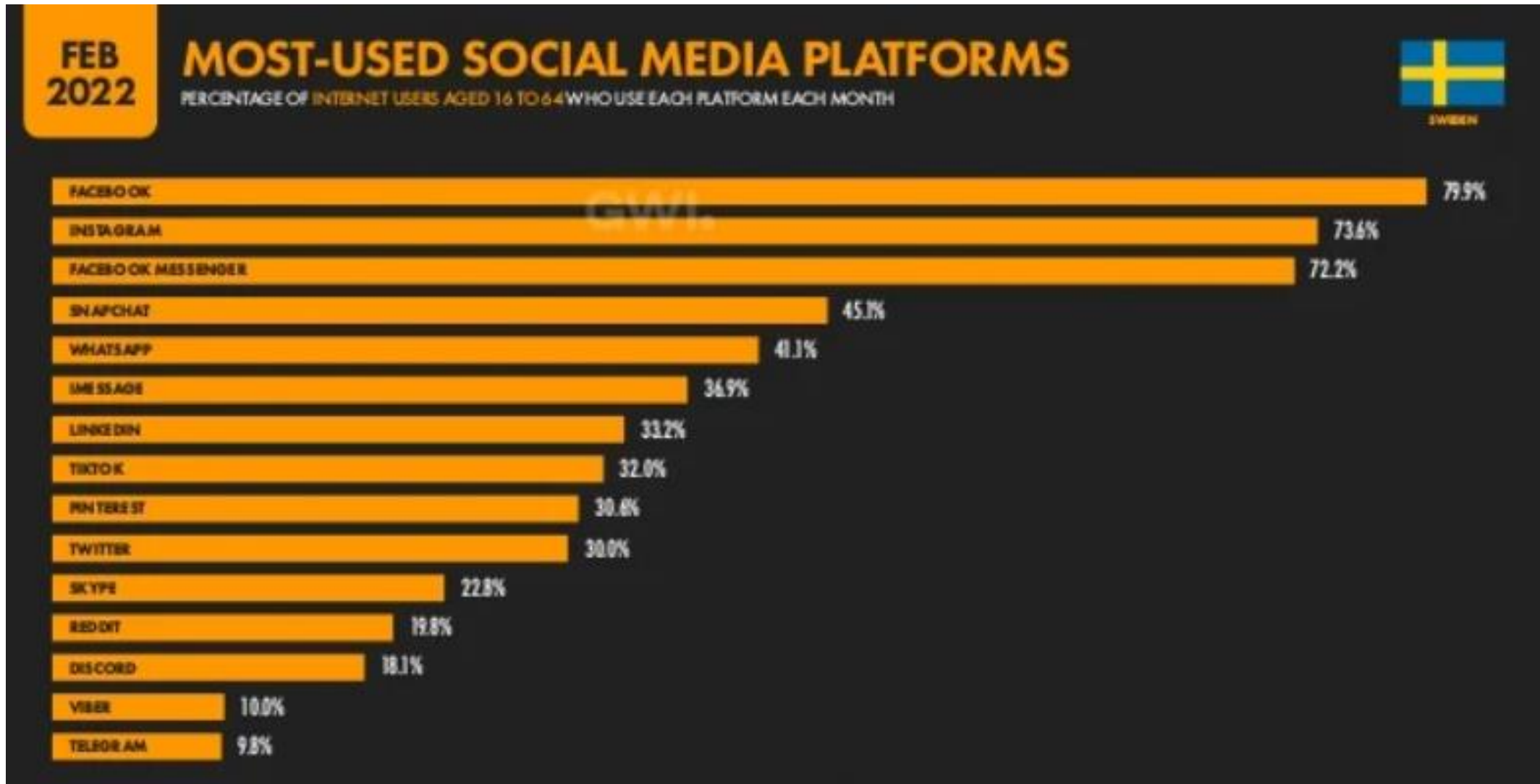
Digital Consumption

SOCIAL MEDIA USERS IN SWEDEN INCREASED BY 11.2 PERCENT BETWEEN 2021 AND 2022



Digital Consumption

FACEBOOK IS THE MOST-USED SOCIAL MEDIA PLATFORM, FOLLOWED BY INSTAGRAM



Outdoor Sites

SWEDEN



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